

**Hughes Electronics Corporation Response to
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COMMUNICATIONS SECTION

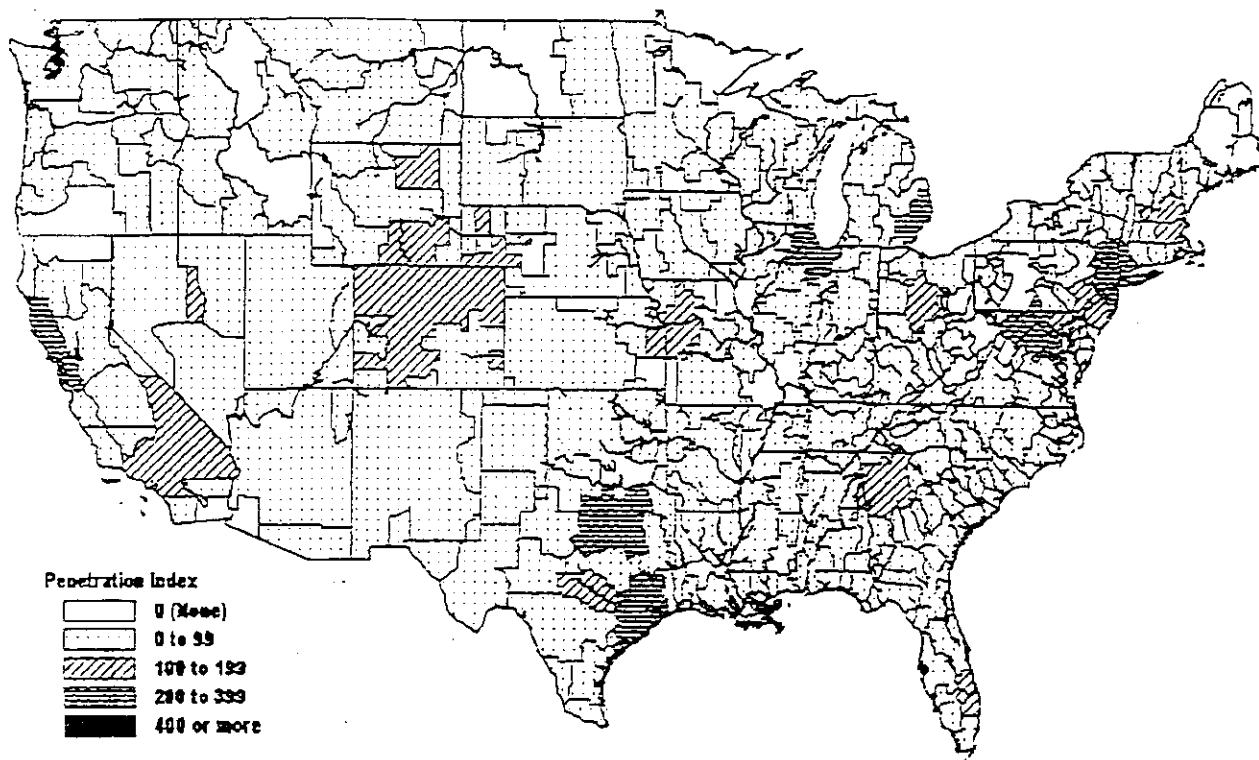
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DOCUMENT SEPARATOR SHEET

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1 Upper Crust

Segment Concentration by Designated Market Area (DMA)



These are families with older children located in the suburbs. They have very high levels of income and education and work in executive and managerial, sales, and other white-collar occupations.

Upper Crust has the highest median and average household income of all the segments, both of which are over three times the national average. Upper Crust adults are the most likely of all segments to be between the ages of 50 and 59 years old, children are present in 41% of these households (just above average) and there are typically two to six people in the household. Over three-quarters of Upper Crust households are married couples, ranking them second. This segment is the most likely to live in the suburbs; 76% of these households are located in suburban areas, primarily around Washington D.C., New York, Chicago, Houston, and San Francisco. Adults in this segment rank second in the percentage who have earned Bachelors Degrees and Post Graduate Degrees, respectively, and they rank first in the percentage of children enrolled in private schools. Almost 90% work in white collar jobs, and they rank first in the percentage of people working in executive and managerial, and sales occupations. They are over 40% more likely than average to own their home and their median property value is over three times the national average.

These are the most active households in many financial services including investing in stocks, mutual funds, and money market accounts. They are large contributors to PBS and are the most likely to be technology savvy. They like to keep informed by reading business magazines and listening to all news radio stations, and they relax by listening to classical stations.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	5.86	83	36
5 to 9 Years	6.28	86	36
10 to 14 Years	6.76	96	29
15 to 17 Years	4.39	109	17
18 to 20 Years	3.79	91	31
21 to 24 Years	1.12	86	32
25 to 29 Years	3.73	98	22
30 to 34 Years	6.43	91	41
35 to 39 Years	5.11	72	50
40 to 44 Years	5.12	65	49
45 to 49 Years	8.13	102	19
50 to 54 Years	9.58	135	2
55 to 59 Years	8.91	148	1
60 to 64 Years	6.96	146	1
65 to 69 Years	5.30	133	2
70 to 74 Years	4.24	116	12
75 to 79 Years	3.40	101	21
80 to 84 Years	3.77	82	37
85 or More Years	1.14	66	39
Average Age	38.66	106	14
Median Age	40.66	112	9

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	2.48	14	49
\$ 15,000 to 25,000	2.33	17	49
\$ 25,000 to 35,000	2.80	22	49
\$ 35,000 to 50,000	5.21	32	50
\$ 50,000 to 75,000	11.51	59	44
\$ 75,000 to 100,000	13.39	139	11
\$100,000 to 150,000	21.95	334	2
\$150,000 or More	40.32	882	1
Average Income	\$ 169,798	302	1
Median Income	\$ 127,959	313	1

1 - Upper Crust Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	15.52	47	43
Suburban	75.62	179	1
Rural	8.86	36	25

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	92.50	115	8
Black	2.08	17	50
Native American	0.16	21	50
Asian	4.69	169	12
Pacific Islander	0.04	29	44
Other	0.52	13	50
Hispanic	2.64	29	48

EDUCATION

	MEAN	INDEX	RANK
Some High School	4.97	20	50
High School Graduate	13.71	46	49
Some College Attendance	17.83	95	31
Associate Degree	5.94	96	25
Bachelors Degree	32.23	246	2
Post Graduate Degree	25.33	351	2

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	86.25	148	2
Total Blue Collar	13.75	33	49

WORKERS

	MEAN	INDEX	RANK
No Workers	6.24	48	44
1 Worker	27.62	98	29
2 Workers	49.41	108	17
3 or More Workers	16.73	125	6

1999

1 - Upper Crust Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	90.62	141	2
Renter Occupied	9.38	26	49
Median Rent Paid	\$ 711	190	2

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.26	2	50
\$ 50,000 to 100,000	1.49	5	50
\$100,000 to 150,000	6.71	31	48
\$150,000 to 200,000	11.53	98	22
\$200,000 to 300,000	25.48	240	4
\$300,000 to 400,000	18.19	447	1
\$400,000 to 500,000	11.72	613	2
\$500,000 or More	24.62	916	3
Median Property Value	\$ 324,944	307	3

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	12.58	51	46
2 Persons	34.20	107	17
3 to 4 Persons	41.24	127	6
5 to 6 Persons	11.00	119	12
7 or More Persons	0.98	57	36
Average Household Size	2.91	111	10

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	5.70	108	21
1 Unit (Detached)	87.29	148	2
2 Units	0.97	20	49
3 to 9 Units	2.19	23	49
10 to 49 Units	2.16	25	41
50 or More Units	0.96	22	31
Mobile Home	0.27	4	47
Other Type of Unit	0.47	43	49

1 - Upper Crust Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION

	Percent Penetration	MicroVision Index	Rank
1. Shopped at Lord & Taylor in the past 4 weeks	13.2	506	1
2. Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	10.0	441	1
3. Contributed \$50 or more to PBS last year	11.4	358	2
4. Eat at quick service specialty bagel outlets	3.0	343	2
5. Shopped at Nordstrom in the past 4 weeks	12.4	333	4
6. Spent \$100 or more on dry cleaning in last 6 months	20.5	323	1
7. Eat at fine dining restaurants	15.3	313	3
8. Have an Exxon credit card	10.3	286	1
9. Used a professional cleaning service in last 12 months	9.8	276	2
10. Used a maid/housekeeper in the last 12 months	24.5	261	2
11. Shopped at Eddie Bauer in the last 4 weeks	10.7	257	2
12. Eat at quick service deli restaurants	9.8	253	4
13. Drank imported wine in the last 6 months	17.6	244	3
14. Own a passport	46.6	242	2
15. Own or lease a luxury car (e.g. Porsche/BMW)	30.5	240	2
16. Have a Mobil credit card	11.1	235	2
17. Played tennis in the past year	10.8	234	2
18. Rented a car for business use in the past 12 months	15.9	234	3
19. Have a Shell credit card	9.6	233	2
20. Shopped at The Limited in the past 4 weeks	6.6	231	3

COMMUNICATIONS & TECHNOLOGY

	Percent Penetration	MicroVision Index	Rank
1. Reason for having 2 or more lines is to use with fax machine	13.3	334	3
2. Reason for having 2 or more lines is to use with PC modem	24.1	256	4
3. Use internet/online services 1-5 times/week	23.4	246	1
4. Primary wireless phone is analog	21.3	240	2
5. PC primarily used for business work	18.6	235	3
6. Have more than one personal PC in household	24.9	234	3
7. Average monthly expenses for online/internet is < \$15	10.3	232	5
8. Reason for having primary wireless phone is business	10.5	232	2
9. Second wireless phone is cellular	13.5	232	2
10. Second wireless phone is a portable	11.8	229	2

FINANCIAL SERVICES

	Percent Penetration	MicroVision Index	Rank
1. Have total investable assets >\$200k	31.0	446	1
2. Made savings/investments totaling over \$20,000 last year	23.1	370	2
3. Hold an American Express Green, Gold, or Platinum credit card	37.4	352	1
4. Use discount brokerage services	23.1	306	3
5. Have a money market deposit account	22.1	278	1
6. Own stock funds	46.0	272	1
7. Use credit card(s) more than 10 times per month	50.9	271	2
8. Use full service brokerage services	48.6	269	1
9. Have a money market deposit account	39.8	261	2
10. Own money market mutual funds	38.6	236	2

1 - Upper Crust Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read Worth Magazine	15.0	542	1
2. Read George Magazine	21.3	467	4
3. Listen to classical radio format	13.5	437	3
4. Listen to all news radio format	23.0	319	1
5. Read Travel Magazines	22.8	312	1
6. Read Airline Magazines	13.2	304	2
7. Listen to NPR (National Public Radio)	10.6	277	4
8. Read Golf Digest Magazine	9.3	277	1
9. Listen to Wall Street Journal network	16.9	266	1
10. Read Smithsonian Magazine	11.6	264	2
11. Read Epicurean Magazines	14.0	262	1
12. Read Golf For Women Magazine	14.3	244	1
13. Read This Old House Magazine	10.8	235	1
14. Read Money Magazine	11.3	235	3
15. Read House Beautiful Magazine	8.1	230	2
16. Listen to all sports radio format	21.4	223	2
17. Read Business/Finance Magazines	45.0	217	2
18. Read US News & World Report	12.4	216	1
19. Read Newsweek Magazine	22.7	212	1
20. Watch Tennis	7.9	211	1

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Own a trash compactor	15.2	370	1
2. Own a hot tub/whirlpool spa	14.5	275	2
3. Own a pasta machine	8.9	251	3
4. Home has a oven (non-convection) separate from stove (range top)	37.5	260	2
5. Own a fireplace	48.4	259	1
6. Home has a fireplace with no glass doors	34.1	258	2
7. Own a espresso/cappuccino maker	14.7	251	2
8. Home has a timers for indoor lights	43.2	250	1
9. Home has a fireplace with glass doors	43.4	247	3
10. Own a burglar alarm	28.1	243	1

POWER UTILITIES

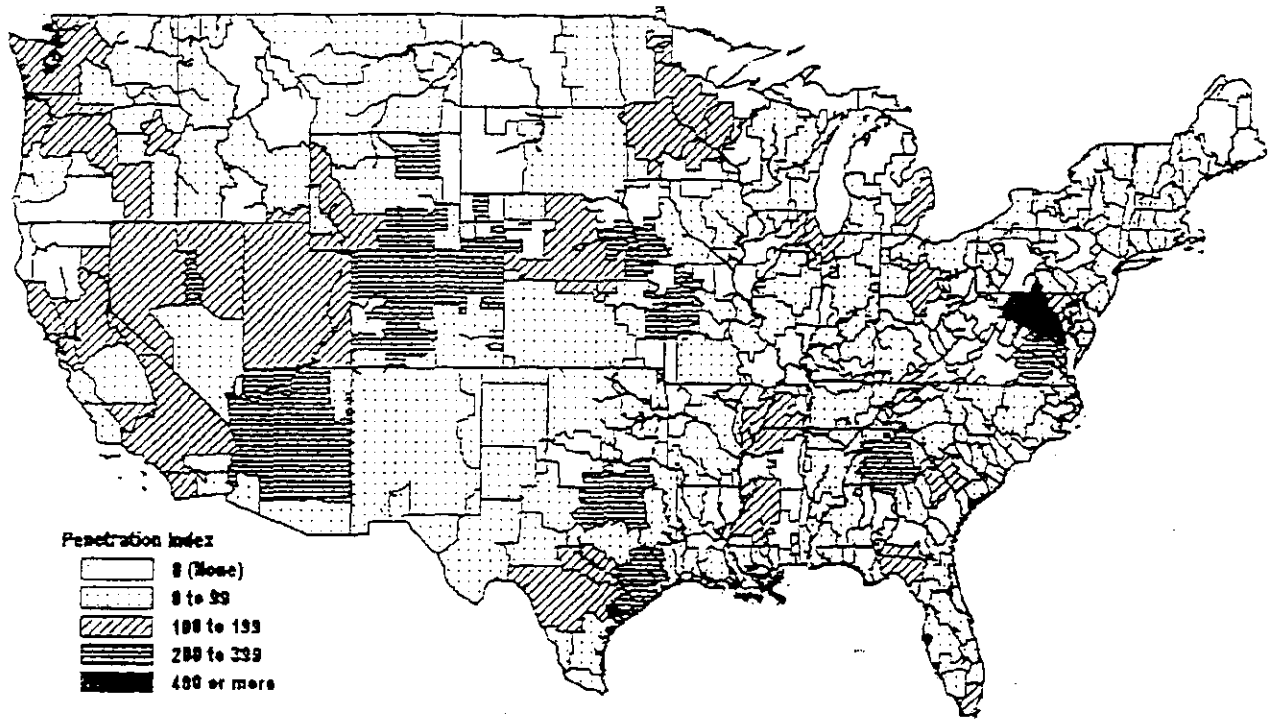
	Percent Penetration	MicroVision Index	Rank
1. Have 2 or more central air conditioners	10.9	335	2
2. Have a natural gas fireplace with glass doors	14.3	313	5
3. Have an electric oven (non-conv.) separate from range top	33.9	309	2
4. Have a natural gas fireplace with no glass doors	10.4	294	4
5. Have an electric range top separate from oven (non-conv.)	31.4	276	1
6. Have an electric grill	10.4	252	2
7. Pay gas bill with automatic payment method	13.0	243	3
8. Have a home security system	37.2	236	3
9. Have a non-natural gas fireplace with glass doors	28.1	227	4
10. Have used voluntary time-of-use rates in current home	14.0	223	2

1 - Upper Crust Segment
Accumulated Wealth Group

1999

2 Lap Of Luxury

Segment Concentration by Designated Market Area (DMA)



These are family homeowners with children, living in the suburbs. They have very high incomes and education, and work in white-collar occupations. Most contain two or more workers and three or more people.

The Lap of Luxury segment ranks second in median household income and ranks first in the percentage earning between \$75,000 and \$100,000, and between \$100,000 and \$150,000. Those in the Lap of Luxury segment are more likely to be married than any other segment and children are present in 58% of these households (59% above average). Adults in this segment are the most likely of all segments to be between the ages of 45 and 49. They also rank first in households with three to four people, and have the third largest average household size. Lap of Luxury households are found in suburban areas around major cities across the country. Adults are over twice as likely to have a bachelor or post graduate degree than the national average. This segment is comprised primarily of white collar workers (81%) and ranks second in the percentage working in sales, and third in the percent working in executive and managerial occupations. They rank third in driving alone to work and are above average in having two or more workers in the household. They tend to live in newer, owner-occupied, detached houses.

This segment is the most likely to have more than one PC in the household with two or more lines for a modem/fax machine. They are also the most likely to go on domestic business trips and to read computer magazines.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	8.56	121	6
5 to 9 Years	8.83	122	5
10 to 14 Years	8.77	124	4
15 to 17 Years	5.13	127	2
18 to 20 Years	3.87	93	26
21 to 24 Years	1.02	78	46
25 to 29 Years	3.49	92	39
30 to 34 Years	6.12	87	48
35 to 39 Years	5.39	76	48
40 to 44 Years	8.39	106	13
45 to 49 Years	11.08	139	2
50 to 54 Years	9.75	137	1
55 to 59 Years	7.43	123	6
60 to 64 Years	4.70	99	23
65 to 69 Years	2.81	71	45
70 to 74 Years	1.83	50	47
75 to 79 Years	1.27	38	48
80 to 84 Years	1.25	27	48
85 or More Years	0.30	18	50
Average Age	32.20	88	44
Median Age	33.65	93	39

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	1.87	11	50
\$ 15,000 to 25,000	1.92	14	50
\$ 25,000 to 35,000	2.76	22	50
\$ 35,000 to 50,000	6.12	38	49
\$ 50,000 to 75,000	19.52	101	19
\$ 75,000 to 100,000	24.31	252	1
\$100,000 to 150,000	26.85	409	1
\$150,000 or More	16.66	365	4
Average Income	\$ 106,680	190	4
Median Income	\$ 93,324	228	2

2 - Lap Of Luxury Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	26.05	79	28
Suburban	69.39	165	4
Rural	4.56	18	31

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	88.84	111	22
Black	3.11	26	42
Native American	0.28	35	47
Asian	6.46	233	7
Pacific Islander	0.10	66	24
Other	1.21	31	41
Hispanic	4.47	50	35

EDUCATION

	MEAN	INDEX	RANK
Some High School	5.37	22	49
High School Graduate	16.84	56	46
Some College Attendance	23.16	124	4
Associate Degree	8.37	136	2
Bachelors Degree	30.95	236	3
Post Graduate Degree	15.31	212	9

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	80.93	139	4
Total Blue Collar	19.07	46	47

WORKERS

	MEAN	INDEX	RANK
No Workers	2.58	20	50
1 Worker	23.02	82	48
2 Workers	58.40	128	2
3 or More Workers	16.01	120	10

1999

2 - Lap Of Luxury Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	90.69	141	1
Renter Occupied	9.31	26	50
Median Rent Paid	\$ 757	202	1

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.27	2	49
\$ 50,000 to 100,000	3.30	10	48
\$100,000 to 150,000	20.34	94	24
\$150,000 to 200,000	25.14	215	1
\$200,000 to 300,000	29.73	280	2
\$300,000 to 400,000	12.32	303	5
\$400,000 to 500,000	5.26	275	7
\$500,000 or More	3.65	136	11
Median Property Value	\$ 203,209	192	7

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	8.06	33	50
2 Persons	25.90	81	45
3 to 4 Persons	50.77	156	1
5 to 6 Persons	13.95	151	3
7 or More Persons	1.33	77	23
Average Household Size	3.23	123	3

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	8.20	156	8
1 Unit (Detached)	88.40	150	1
2 Units	0.27	5	50
3 to 9 Units	1.33	14	50
10 to 49 Units	0.93	11	49
50 or More Units	0.19	5	44
Mobile Home	0.43	6	46
Other Type of Unit	0.25	23	50

2 - Lap Of Luxury Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION

	Percent Penetration	MicroVision Index	Rank
1. Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	7.5	333	3
2. Ate at Chili's in the last 4 weeks	2.8	317	1
3. Shopped at Nordstrom in the past 4 weeks	11.2	300	6
4. Eat at casual Asian restaurants	12.4	288	2
5. Ate at the Olive Garden in the last 4 weeks	5.0	286	1
6. Ate at T.G.I. Fridays in the last 4 weeks	1.7	285	1
7. Rented a car for business use in the past 12 months	18.4	271	1
8. Shop at Price Clubs	1.6	269	3
9. Spent \$100 or more on dry cleaning in last 6 months	16.8	266	3
10. Used a professional cleaning service in last 12 months	9.2	260	3
11. Ate at Boston Market in the last 4 weeks	4.7	252	1
12. Eat at quick service specialty bagel outlets	2.2	249	5
13. Eat at casual bar & grill restaurant	19.4	244	1
14. Shopped at Eddie Bauer in the last 4 weeks	9.9	239	3
15. Have an Exxon credit card	8.5	235	2
16. Took a domestic business trip last year	18.4	230	1
17. Ate at Applebee's in the last 4 weeks	3.1	227	2
18. Shopped at The Limited in the past 4 weeks	6.5	226	4
19. Eat at casual Mexican restaurants	12.8	226	2
20. Ate at Baskin Robbins in the last 4 weeks	1.9	225	2

COMMUNICATIONS & TECHNOLOGY

	Percent Penetration	MicroVision Index	Rank
1. PC primarily used for banking/budgeting/taxes	13.7	337	1
2. Have a pager that has national coverage or alphanumeric display	16.5	294	2
3. Switched online/internet service provider at least once last year	9.9	281	3
4. Have more than one personal PC in household	28.2	265	2
5. Primary reason for pager company services is business use	26.2	262	2
6. Reason for having 2 or more lines is to use with fax machine	10.4	251	4
7. Reason for having 2 or more lines is to use with PC modem	23.7	252	5
8. Spend less than 10 hours/week telecommuting	11.8	247	4
9. Second wireless phone is a portable	12.8	246	1
10. Average monthly expenses for online/internet is < \$15	10.7	241	3

FINANCIAL SERVICES

	Percent Penetration	MicroVision Index	Rank
1. Hold an American Express Green, Gold, or Platinum credit card	31.7	298	3
2. Receive primary financial advice from a financial planner	25.2	274	1
3. Use discount brokerage services	19.5	259	5
4. Use financial software	49.5	250	1
5. Use credit card(s) more than 10 times per month	44.5	237	3
6. Have an auto lease	16.9	232	3
7. Have a mutual fund with a load fee	16.3	230	3
8. Have a SEP/KEOGH account	11.8	212	4
9. Use on-line service for research and to obtain financial info	47.4	212	1
10. Have invested in three or more mutual fund families	16.8	212	5

2 - Lap Of Luxury Segment
Accumulated Wealth Group

1999 Lifestyle Data

MEDIA PREFERENCES	Percent Penetration	MicroVision Index	Rank
1. Read Airline Magazines	14.2	327	1
2. Read Worth Magazine	8.1	292	5
3. Listen to classical radio format	8.7	280	6
4. Read Money Magazine	12.5	261	1
5. Read PC Magazine	7.3	227	3
6. Listen to NPR (National Public Radio)	8.7	227	8
7. Read Golf Digest Magazine	7.2	216	2
8. Read PC World	6.2	212	1
9. Read Martha Stewart Living Magazine	8.2	206	1
10. Listen to all news radio format	14.8	206	8
11. Listen to jazz format	11.7	196	7
12. Read Epicurean Magazines	10.3	193	5
13. Read Golf For Women Magazine	11.3	192	4
14. Listen to Wall Street Journal network	12.1	191	3
15. Read Newsweek Magazine	20.2	189	5
16. Read Business/Finance Magazines	38.8	187	4
17. Listen to all sports radio format	18.0	187	5
18. Read Consumer Reports	16.9	180	3
19. Listen to news/talk radio format	33.7	180	5
20. Read Computer Magazines	15.6	180	4

HOME FURNISHINGS & IMPROVEMENTS	Percent Penetration	MicroVision Index	Rank
1. Own a trash compactor	13.2	322	3
2. Home has a fireplace with glass doors	52.9	301	1
3. Own a hot tub/whirlpool spa	15.6	296	1
4. Own a fireplace	46.0	246	2
5. Own a espresso/cappuccino maker	13.6	233	4
6. Home has a pool or hot tub	20.2	228	3
7. Home has a timers for outdoor lights	23.0	225	3
8. Own a pasta machine	7.6	225	5
9. Own a garage door opener	53.1	220	1
10. Home has a programmable thermostat	47.5	218	2

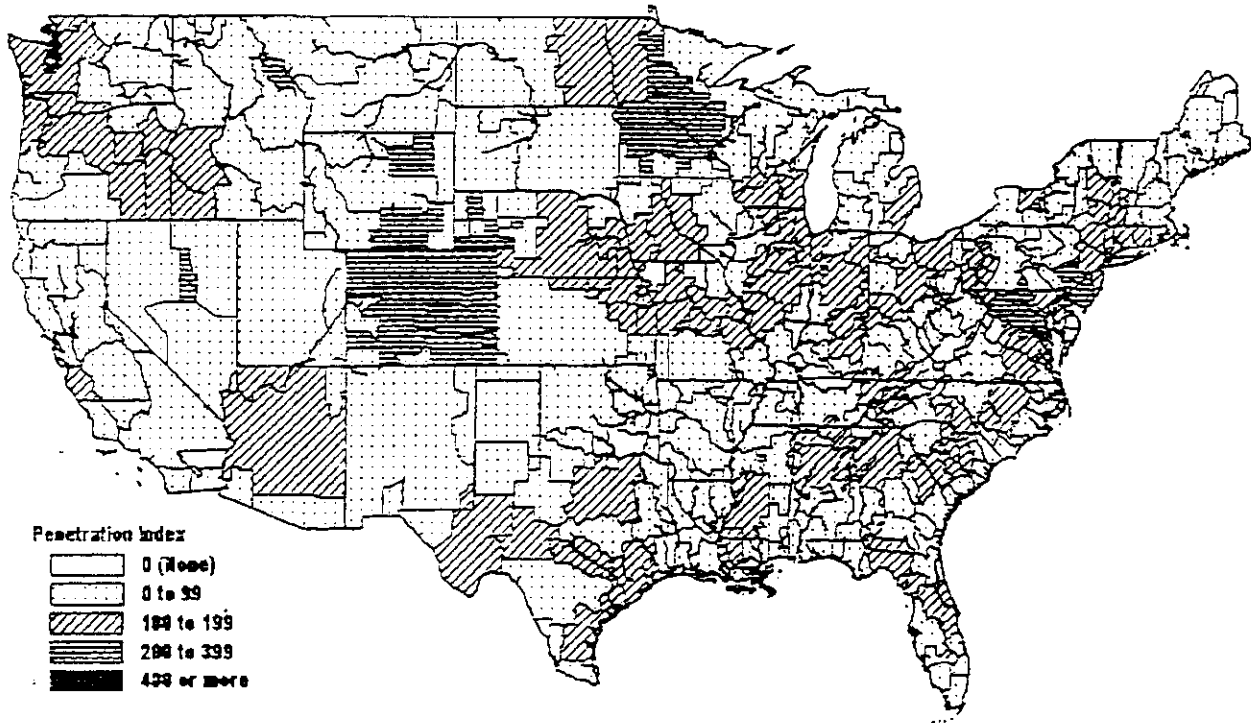
POWER UTILITIES	Percent Penetration	MicroVision Index	Rank
1. Have a natural gas fireplace with glass doors	24.2	531	1
2. Have a natural gas fireplace with no glass doors	10.6	301	3
3. Have 2 or more central air conditioners	9.5	291	3
4. Have a non-natural gas fireplace with glass doors	31.6	255	1
5. Have a natural gas grill	16.4	232	1
6. Have an electric pool or hot tub	13.9	222	3
7. Last contacted gas company to change or add service	9.8	214	2
8. Have a gas range top separate from non-convection oven	13.5	211	4
9. Have an electric oven (non-conv.) separate from range top	22.9	208	5
10. Have an electric range top separate from oven (non-conv.)	23.2	204	5

2 - Lap Of Luxury Segment
Accumulated Wealth Group

1999

3 Established Wealth

Segment Concentration by Designated Market Area (DMA)



These are families with and without children. They are typically homeowners located in suburban areas. They have very high levels of income and education and work in white collar, sales and executive and managerial occupations.

Established Wealth adults are more likely than average to be between the ages of 40 and 59 and children are more likely than average to be between 5 and 17 years old. Over 70% are married households and they are 18% more likely than average to have children. Their median household income is 89% above the national average, ranking this segment third. Established Wealth households are the second most likely to live in the suburbs, especially in such cold weather areas as Denver and Minneapolis. They are over twice as likely as average to have a bachelors or post graduate degree, and over 80% have white-collar occupations (ranking them fifth). The Established Wealth segment ranks particularly high in the sales, executive management and professional specialty categories. These households typically contain two or three workers, and are the second most likely to drive alone to work. Their median home property value is 59% higher than the national average and they rank well above average for the share of homes valued above \$100,000 (from the 1990 Census).

These households are over twice as likely to use a wide variety of financial services including stocks and mutual funds, and receive advice from a financial planner. They are also fairly technical and likely to own a PC they use daily for email or business work.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	7.07	100	22
5 to 9 Years	7.40	102	21
10 to 14 Years	7.48	106	17
15 to 17 Years	4.43	110	15
18 to 20 Years	3.57	85	36
21 Years	1.03	79	42
22 to 24 Years	3.42	90	42
25 to 29 Years	6.38	91	44
30 to 34 Years	6.14	86	42
35 to 39 Years	7.96	100	20
40 to 44 Years	9.52	121	4
45 to 49 Years	9.16	129	4
50 to 54 Years	7.69	127	4
55 to 59 Years	5.45	114	8
60 to 64 Years	3.90	98	27
65 to 69 Years	3.09	85	36
70 to 74 Years	2.52	75	40
75 to 84 Years	2.86	62	41
85 or More Years	0.83	49	42
Average Age	35.71	98	33
Median Age	37.15	103	20

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	3.70	21	47
\$ 15,000 to 25,000	4.30	31	47
\$ 25,000 to 35,000	5.60	45	48
\$ 35,000 to 50,000	10.89	67	45
\$ 50,000 to 75,000	23.71	122	8
\$ 75,000 to 100,000	20.46	212	3
\$100,000 to 150,000	18.84	287	3
\$150,000 or More	12.49	273	6
Average Income	\$ 93,361	166	6
Median Income	\$ 77,194	189	3

3 - Established Wealth Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	21.88	66	34
Suburban	74.57	177	2
Rural	3.55	14	34

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	92.49	115	9
Black	3.37	28	40
Native American	0.25	32	48
Asian	2.99	108	20
Pacific Islander	0.04	27	47
Other	0.86	22	47
Hispanic	3.29	37	45

EDUCATION

	MEAN	INDEX	RANK
Some High School	6.78	27	48
High School Graduate	19.19	64	42
Some College Attendance	21.27	113	13
Associate Degree	7.54	122	10
Bachelors Degree	28.67	219	5
Post Graduate Degree	16.55	229	8

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	80.03	138	5
Total Blue Collar	19.97	48	46

WORKERS

	MEAN	INDEX	RANK
No Workers	5.84	45	46
1 Worker	23.75	85	47
2 Workers	55.16	121	4
3 or More Workers	15.25	114	13

1999

3 - Established Wealth Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	83.09	129	6
Renter Occupied	16.91	47	45
Median Rent Paid	\$ 554	148	7

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.55	4	48
\$ 50,000 to 100,000	10.20	31	44
\$100,000 to 150,000	30.16	140	6
\$150,000 to 200,000	24.39	208	2
\$200,000 to 300,000	22.55	212	6
\$300,000 to 400,000	7.21	177	11
\$400,000 to 500,000	2.67	140	11
\$500,000 or More	2.27	85	13
Median Property Value	\$ 168,633	159	11

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	15.62	64	42
2 Persons	32.75	102	25
3 to 4 Persons	40.90	126	7
5 to 6 Persons	9.87	107	16
7 or More Persons	0.86	50	40
Average Household Size	2.82	107	13

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	9.72	185	6
1 Unit (Detached)	77.06	131	7
2 Units	1.61	33	47
3 to 9 Units	4.97	52	39
10 to 49 Units	4.51	53	35
50 or More Units	0.77	18	36
Mobile Home	0.80	11	42
Other Type of Unit	0.56	51	46

3 - Established Wealth Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Eat at quick service specialty bagel outlets	2.2	246	6
2. Eat at midscale Italian restaurants	6.2	233	3
3. Purchased a men's business suit this past year	14.9	215	4
4. Ate at Applebee's in the last 4 weeks	2.9	212	3
5. Eat at fine dining restaurants	10.3	210	7
6. Eat at casual Asian restaurants	8.9	208	6
7. Eat at casual steak restaurants	6.5	202	4
8. Ate at Subway in the last 4 weeks	10.9	196	3
9. Wired flowers in the last 6 months	11.6	194	4
10. Rented a car for business use in the past 12 months	13.1	193	4
11. Eat at casual bar & grill restaurant	15.4	193	3
12. Have a Shell credit card	7.9	192	5
13. Ate at Chick-Fil-A in the last 4 weeks	1.9	188	5
14. Eat at quick service coffee house restaurants	2.1	187	11
15. Spent \$100 or more on dry cleaning in last 6 months	11.8	186	7
16. Contributed \$50 or more to PBS last year	5.9	186	8
17. Eat at midscale hotel restaurants	3.7	185	5
18. Shopped at Eddie Bauer in the last 4 weeks	7.7	185	6
19. Eat at quick service bakery/bagel shops	8.7	185	6
20. Ate at the Olive Garden in the last 4 weeks	3.2	184	3

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Reason for having 2 or more lines is to use with PC modem	22.5	239	6
2. Reason for having 2 or more lines is to use with fax machine	9.3	232	6
3. Use internet/online services 1-5 times/week	20.8	218	5
4. PC primarily used for business work	16.5	209	6
5. PC primarily used for email	10.3	207	2
6. Have voice mail with wireless phone	8.9	206	2
7. Second wireless phone is cellular	11.5	198	6
8. Have more than one personal PC in household	21.1	198	5
9. Primary wireless phone is analog	17.4	196	3
10. Switched online/internet service provider at least once last year	6.7	191	6

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Have invested in three or more mutual fund families	19.9	251	3
2. Use discount brokerage services	38.3	242	6
3. Receive primary financial advice from a financial planner	22.1	240	2
4. Have total investable assets >\$200k	16.5	237	7
5. Use credit card(s) more than 10 times per month	41.8	222	5
6. Own stock funds	36.1	214	6
7. Participate in an automatic investment program	18.6	210	1
8. Transfer funds over the telephone	20.4	202	3
9. Hold an American Express Green, Gold, or Platinum credit card	21.5	202	6
10. Hold equity loans	21.0	196	3

3 - Established Wealth Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Listen to NPR (National Public Radio)	8.0	209	10
2. Read Worth Magazine	5.6	201	8
3. Read Airline Magazines	8.4	192	8
4. Listen to Wall Street Journal network	11.5	181	4
5. Listen to all sports radio format	16.6	173	7
6. Read Smithsonian Magazine	7.5	170	8
7. Read Money Magazine	8.1	169	6
8. Read PC Magazine	5.4	168	9
9. Listen to jazz format	10.0	168	10
10. Listen to classical radio format	5.2	167	9
11. Read Computer Magazines	14.1	163	8
12. Read Consumer Reports	15.0	160	7
13. Listen to news/talk radio format	29.3	157	8
14. Read Southern Living Magazine	9.0	156	7
15. Watch Kennedy Center Honors	7.4	155	9
16. Read Golf Digest Magazine	5.2	154	8
17. Read Business/Finance Magazines	31.9	154	6
18. Watched the US Open Golf Championships	14.5	154	7
19. Read Epicurean Magazines	8.2	152	10
20. Listen to all news radio format	11.0	152	13

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a fireplace with glass doors	41.4	236	4
2. Home has a timers for indoor lights	34.3	198	5
3. Home has a fireplace with no glass doors	24.8	188	7
4. Own a fireplace	34.9	187	5
5. Own a garbage disposer	44.9	185	4
6. Own a hot tub/whirlpool spa	9.6	183	7
7. Own a garage door opener	43.2	179	5
8. Home has a programmable thermostat	38.6	178	5
9. Own a dehumidifier	16.3	170	8
10. Own a burglar alarm	19.5	169	5

POWER UTILITIES

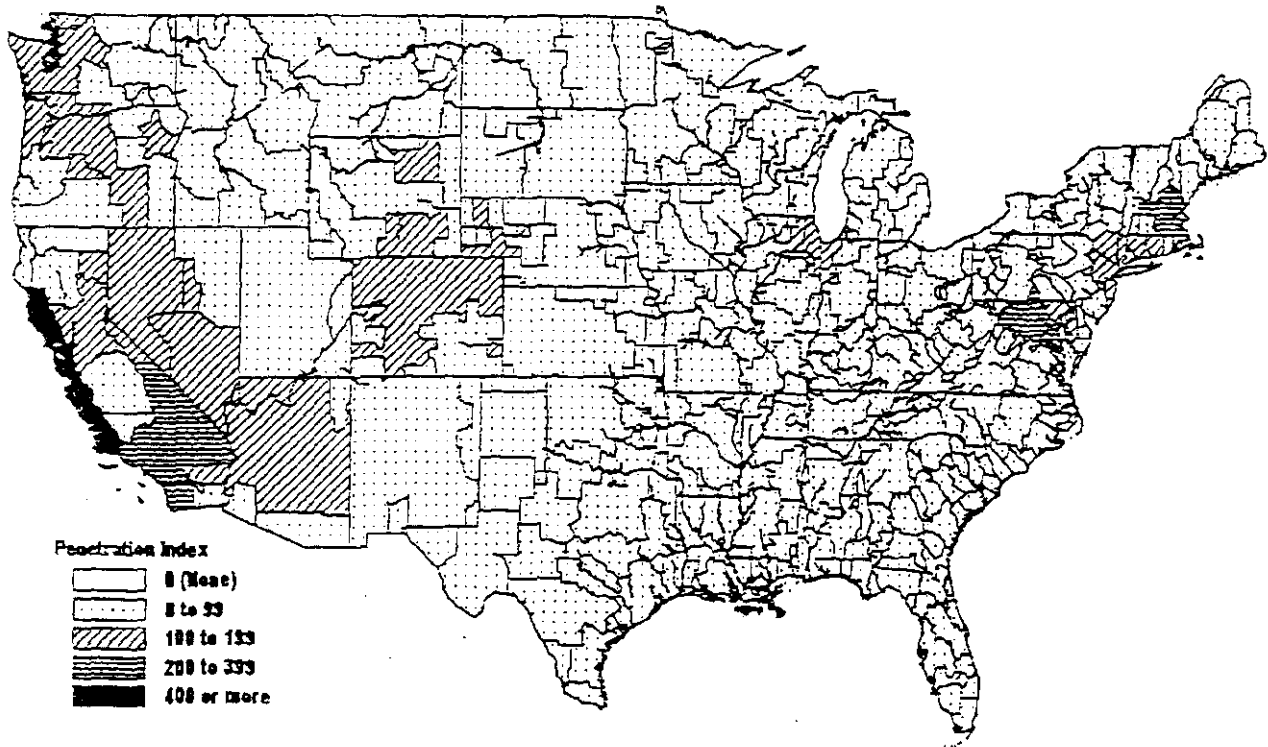
	Percent Penetration	MicroVision Index	Rank
1. Have a natural gas fireplace with glass doors	14.2	311	6
2. Have 2 or more central air conditioners	8.0	248	5
3. Pay gas bill with automatic payment method	12.5	234	4
4. Have a non-natural gas fireplace with glass doors	25.6	207	5
5. Have a natural gas fireplace with no glass doors	7.1	202	7
6. Heat pump used as air conditioner is 0-5 years old	5.9	191	5
7. Pay electric bill with automatic payment	13.1	180	7
8. Have an electric oven (non-conv.) separate from range top	18.1	165	6
9. Heat pump is used as air conditioner	11.2	165	7
10. Have an electric range top separate from oven (non-conv.)	18.2	159	7

3 - Established Wealth Segment
Accumulated Wealth Group

1999

4 Mid-Life Success

Segment Concentration by Designated Market Area (DMA)



These are households with very high incomes living in suburban areas. They are homeowners with very high property values, primarily working in white-collar occupations.

Adults in this segment are over 20% more likely than average to be between 45 and 59 years old. Mid-Life Success households have a median income 78% above the national average, ranking them fourth in this category. These households are more likely than average to contain two to four people and just over 36% have children, which is average. Most of these households are in suburban areas along the two coasts. This segment ranks tenth in having a bachelors or post graduate degree respectively, and eighth in having a white-collar occupation. Specifically, they rank above average in sales, executive and managerial, technical support, and professional specialty positions. They are also over 10% more likely than average to have two or more workers in the household. The majority own their home, which has an average value of over two times the national norm.

This segment is very likely to own more than one PC and contains the highest share using them to access on-line services. Financially they are typically able to save over \$20,000 annually and they like to use discount brokers to purchase stocks. They keep informed by reading business magazines and listening to all news radio stations.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	6.29	89	33
5 to 9 Years	6.62	91	33
10 to 14 Years	6.64	94	32
15 to 17 Years	3.89	96	30
18 to 20 Years	3.41	82	40
21 to 23 Years	1.04	80	41
24 to 26 Years	3.39	89	44
27 to 29 Years	6.54	93	39
30 to 34 Years	6.47	91	37
35 to 39 Years	7.63	96	27
40 to 44 Years	8.94	112	9
45 to 49 Years	8.72	123	6
50 to 54 Years	7.65	127	5
55 to 59 Years	5.84	123	4
60 to 64 Years	4.48	113	11
65 to 69 Years	3.79	104	20
70 to 74 Years	3.24	96	30
75 to 84 Years	4.05	88	33
85 or More Years	1.35	79	35
Average Age	37.92	104	19
Median Age	39.01	108	13

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	5.79	34	45
\$ 15,000 to 25,000	5.99	43	46
\$ 25,000 to 35,000	6.89	55	46
\$ 35,000 to 50,000	11.87	73	42
\$ 50,000 to 75,000	21.44	111	13
\$ 75,000 to 100,000	16.93	175	6
\$ 100,000 to 150,000	16.43	250	5
\$ 150,000 or More	14.66	321	5
Average Income	\$ 94,609	168	5
Median Income	\$ 72,694	178	4

4 - Mid-Life Success Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	29.42	89	24
Suburban	56.58	134	19
Rural	14.00	56	19

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	88.73	111	23
Black	2.74	23	47
Native American	0.37	47	41
Asian	6.09	219	9
Pacific Islander	0.22	151	10
Other	1.84	47	32
Hispanic	5.81	65	26

EDUCATION

	MEAN	INDEX	RANK
Some High School	9.78	39	45
High School Graduate	20.62	69	39
Some College Attendance	22.05	118	9
Associate Degree	7.86	127	6
Bachelors Degree	24.57	187	10
Post Graduate Degree	15.12	209	10

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	75.43	130	8
Total Blue Collar	24.57	59	43

WORKERS

	MEAN	INDEX	RANK
No Workers	8.36	64	40
1 Worker	25.24	90	42
2 Workers	50.82	112	15
3 or More Workers	15.58	117	12

1999

4 - Mid-Life Success Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	77.46	121	13
Renter Occupied	22.54	63	38
Median Rent Paid	\$ 618	165	5

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.75	5	45
\$ 50,000 to 100,000	5.16	16	47
\$100,000 to 150,000	13.09	61	38
\$150,000 to 200,000	15.32	131	13
\$200,000 to 300,000	26.92	253	3
\$300,000 to 400,000	16.99	418	2
\$400,000 to 500,000	9.68	507	4
\$500,000 or More	12.08	449	5
Median Property Value	\$ 258,225	244	4

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	18.62	76	37
2 Persons	34.74	108	12
3 to 4 Persons	36.31	112	13
5 to 6 Persons	9.16	99	28
7 or More Persons	1.17	67	29
Average Household Size	2.72	103	18

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	7.86	149	10
1 Unit (Detached)	72.85	123	12
2 Units	2.39	49	37
3 to 9 Units	6.32	66	35
10 to 49 Units	5.92	70	25
50 or More Units	1.86	43	26
Mobile Home	1.95	27	37
Other Type of Unit	0.80	73	42

4 - Mid-Life Success Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Shopped at Nordstrom in the past 4 weeks	13.3	355	3
2. Shop at Price Clubs	1.8	293	2
3. Have a Chevron credit card	9.6	270	2
4. Shopped at Macy's in the last 4 weeks	21.8	265	3
5. Ate at Carl's Jr. in the last 4 weeks	3.4	264	3
6. Rented a car for business use in the past 12 months	17.2	253	2
7. Own downhill skis/boots	12.1	252	2
8. Used a professional cleaning service in last 12 months	8.9	251	4
9. Spent \$100 or more on dry cleaning in last 6 months	15.4	243	4
10. Contributed \$50 or more to PBS last year	7.7	242	4
11. Traveled to foreign country for 15 or more nights in last 3 years	11.4	232	4
12. Eat at casual Mexican restaurants	12.9	228	1
13. Own a passport	43.9	227	4
14. Eat at quick service coffee house restaurants	2.6	225	5
15. Rented a car for personal use in the last 12 months	27.9	223	2
16. Went snow skiing in the last year	9.9	222	3
17. Shopped at Lord & Taylor in the past 4 weeks	5.8	222	4
18. Took a domestic business trip last year	17.4	218	2
19. Drank domestic white wine in the last 6 months	19.7	218	2
20. Used a travel agent to plan a foreign trip in last 3 years	28.5	217	2

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Reason for having 2 or more lines is to use with fax machine	14.5	363	2
2. Reason for having 2 or more lines is to use with PC modem	26.7	283	2
3. Have more than one personal PC in household	28.7	269	1
4. Reason for having primary wireless phone is business	12.0	266	1
5. Use internet/online services 1-5 times/week	23.3	244	2
6. Primary wireless phone is analog	21.6	243	1
7. Average monthly expenses for online/internet is < \$15	10.6	239	4
8. PC primarily used for business work	18.7	237	2
9. Have more than one phone line	36.9	220	2
10. Have a pager that has national coverage or alphanumeric display	12.0	215	4

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Made savings/investments totaling over \$20,000 last year	20.2	324	3
2. Have invested in three or more mutual fund families	25.0	315	2
3. Have total investable assets >\$200k	20.2	291	4
4. Use credit card(s) more than 10 times per month	52.3	278	1
5. Use discount brokerage services	20.7	274	4
6. Hold an American Express Green, Gold, or Platinum credit card	25.6	241	4
7. Have a mutual fund with a load fee	16.9	238	2
8. Own stock funds	38.5	228	3
9. Own money market mutual funds	36.9	225	3
10. Have an auto lease	16.2	223	6

4 - Mid-Life Success Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read Worth Magazine	9.2	332	3
2. Listen to classical radio format	9.9	319	5
3. Read Airline Magazines	12.7	293	3
4. Listen to NPR (National Public Radio)	10.1	265	6
5. Listen to all news radio format	17.3	240	4
6. Read George Magazine	10.6	233	6
7. Read Travel Magazines	16.5	226	4
8. Read Golf For Women Magazine	13.2	225	2
9. Read Epicurean Magazines	11.8	220	3
10. Read This Old House Magazine	9.5	209	4
11. Read Money Magazine	10.0	209	4
12. Read Smithsonian Magazine	8.9	203	6
13. Listen to news/talk radio format	36.5	195	2
14. Listen to jazz format	11.5	192	8
15. Watch Tennis	7.2	192	2
16. Read Business/Finance Magazines	39.4	191	3
17. Read Golf Digest Magazine	6.4	190	4
18. Read Newsweek Magazine	20.3	190	4
19. Read Martha Stewart Living Magazine	7.5	190	2
20. Read PC Magazine	5.0	187	6

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a pool or hot tub	24.0	271	1
2. Own a hot tub/whirlpool spa	13.9	265	4
3. Home has a fireplace with no glass doors	34.7	263	1
4. Home has a fireplace with glass doors	43.5	248	2
5. Home has a timers for outdoor lights	24.6	241	1
6. Own a espresso/cappuccino maker	13.8	236	3
7. Home has a oven (non-convection) separate from stove (range top)	33.9	235	3
8. Own a electric coffee grinders	33.0	226	2
9. Own a pasta machine	7.4	217	6
10. Own a trash compactor	8.8	216	5

POWER UTILITIES

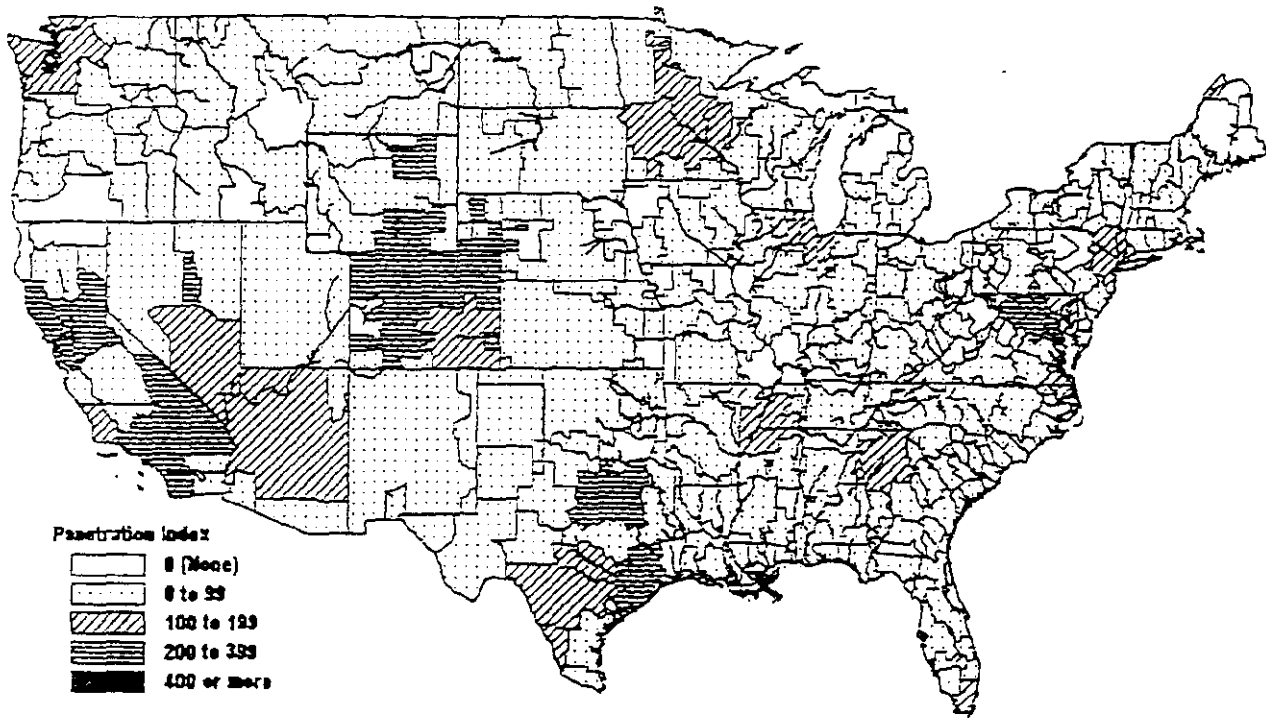
	Percent Penetration	MicroVision Index	Rank
1. Have a natural gas fireplace with no glass doors	13.3	377	2
2. Have a natural gas fireplace with glass doors	16.9	370	3
3. Have 2 or more central air conditioners	9.1	281	4
4. Have a gas range top separate from non-convection oven	16.7	262	2
5. Have an electric oven (non-conv.) separate from range top	27.0	246	3
6. Have a home security system	37.3	237	2
7. Have an electric pool or hot tub	14.0	225	2
8. Have a non-natural gas fireplace with glass doors	25.0	202	6
9. Have a gas non-convection oven separate from range top	7.3	198	5
10. Have a natural gas grill	13.6	192	4

4 - Mid-Life Success Segment
Accumulated Wealth Group

1999

5 Prosperous Metro Mix

Segment Concentration by Designated Market Area (DMA)



These are typically married couples with young children, living in suburban and urban areas. They have high income and education levels, are homeowners and work in white-collar occupations.

Over half of these households have children, ranking them sixth, and they are more likely than average to have children of all ages. Adults in this segment are more likely than average to be between 35 and 54. Prosperous Metro Mix households are typically large and they rank fourth in the average number of people in the household. These households have a median income 75% above the national average. They are most likely to live in urban and suburban areas, and very unlikely to live in rural areas (94% below average). This segment contains slightly less than the average share of white households, and ranks first in terms of concentration of Asian households. In terms of education, these households rank first in receiving an associate degree, and second in having attended some college. They also score above average in having received their bachelors and graduate degrees. They rank 11th in working in white collar occupations (22% above the national average) and score very high in technical and executive and managerial positions. In addition, they rank fifth in being in the armed forces (with 1.4% currently serving in the military). Homes in this segment are typically owner-occupied (31% above average) with property values 65% above the national average. Renters in this segment pay the third highest median rent.

These are the more likely to have home equity loans and they have the highest share of second mortgages. They are likely to own a PC and are most likely to switch wireless/pager companies due to price.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	8.17	115	7
5 to 9 Years	8.17	112	8
10 to 14 Years	7.82	111	8
15 to 17 Years	4.45	110	13
18 to 20 Years	3.75	90	33
21 Years	1.10	85	35
22 to 24 Years	3.59	95	32
25 to 29 Years	6.84	97	25
30 to 34 Years	6.99	98	24
35 to 39 Years	8.84	112	9
40 to 44 Years	9.51	119	6
45 to 49 Years	8.38	118	7
50 to 54 Years	6.81	113	13
55 to 59 Years	4.79	100	18
60 to 64 Years	3.42	86	37
65 to 69 Years	2.61	72	44
70 to 74 Years	2.02	60	44
75 to 84 Years	2.16	47	45
85 or More Years	0.59	34	48
Average Age	33.62	92	41
Median Age	34.39	95	36

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	3.53	20	48
\$ 15,000 to 25,000	4.21	31	48
\$ 25,000 to 35,000	5.73	46	47
\$ 35,000 to 50,000	12.27	76	41
\$ 50,000 to 75,000	27.97	144	2
\$ 75,000 to 100,000	21.73	225	2
\$100,000 to 150,000	16.73	255	4
\$150,000 or More	7.83	171	10
Average Income	\$ 82,687	147	8
Median Income	\$ 71,684	175	5

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	41.54	126	18
Suburban	57.09	135	18
Rural	1.38	6	43

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	78.35	98	34
Black	6.48	54	23
Native American	0.41	52	36
Asian	11.13	401	2
Pacific Islander	0.72	493	3
Other	2.91	74	19
Hispanic	8.36	93	14

EDUCATION

	MEAN	INDEX	RANK
Some High School	10.79	44	43
High School Graduate	24.91	83	38
Some College Attendance	24.70	132	2
Associate Degree	9.10	148	1
Bachelors Degree	21.08	161	12
Post Graduate Degree	9.42	130	15

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	71.10	122	11
Total Blue Collar	28.90	69	40

WORKERS

	MEAN	INDEX	RANK
No Workers	4.49	34	48
1 Worker	22.22	79	50
2 Workers	54.59	120	6
3 or More Workers	18.70	140	1

1999

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	84.12	131	4
Renter Occupied	15.88	44	47
Median Rent Paid	\$ 672	180	3

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.67	4	47
\$ 50,000 to 100,000	11.15	34	43
\$100,000 to 150,000	27.09	126	10
\$150,000 to 200,000	21.92	187	4
\$200,000 to 300,000	24.58	231	5
\$300,000 to 400,000	9.30	229	9
\$400,000 to 500,000	3.33	174	10
\$500,000 or More	1.97	73	16
Median Property Value	\$ 175,305	165	8

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	10.75	44	49
2 Persons	27.78	87	40
3 to 4 Persons	45.62	141	3
5 to 6 Persons	13.69	148	5
7 or More Persons	2.16	125	9
Average Household Size	3.15	120	4

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	8.44	160	7
1 Unit (Detached)	83.50	141	5
2 Units	1.05	22	48
3 to 9 Units	2.93	30	45
10 to 49 Units	2.04	24	42
50 or More Units	0.58	13	41
Mobile Home	0.96	13	40
Other Type of Unit	0.51	46	48

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

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